Television

	The Tombras Group street smart marketing

 Client:
 NHTSA
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Video:

Open on the foyer of a middle class home. Dad opens the door and a man enters.

Cut to upstairs in the same home.

Cut to Jason, who walks towards the group of adults.

Jason looks at his Dad.

Jason looks at the attorney.

Jason walks past them into his room and closes the door.

Mom, Dad and the lawyer are left standing in the hallway.

Audio:

<u>Dad VOC</u>: Nice to meet you.<u>Lawyer VOC</u>: Nice to meet you.<u>Dad VOC</u>: This is my wife ..<u>Mom VOC</u>: Nice to meet you.Thank you so much

for coming.

Dad VOC: So, uh ..

you have the contract?

<u>Lawyer VOC</u>: Oh, everything's right

in here.

<u>Dad VOC</u>: Great. Um ... good to know.

Mom VOC: He just got his license.

Lawyer VOC: Is he here?

Mom VOC: Yeah, he's upstairs in

his room.

Lawyer VOC: Let's go.

Dad VOC: So, just to review ..

No more than one friend in the car at any time ... no cell phone use ... seat belts, of course ... no alcohol ... and ...

<u>Dad VO</u>: Jason ... this is our attorney.

Annc VO: Find a way ...

Annc VO: .. any way ...

Annc VO: .. to lay down teen driving

rules for your kids.

For more ideas, visit us online.

Mom VOC: That's Jason.